

## 2. Changing Community Attitudes toward Child Labour in the Soccer Industry.

The Partners also acknowledge that sustaining the elimination of Child Labour shall require more fundamental changes in community attitudes and family approaches toward work. They agree that some combination of the following initiatives shall be developed to facilitate this change:

- \* Awareness Raising. An awareness-raising initiative shall target communities in Sialkot which serve as important sources of child workers and educate local community leaders (including members of the business community), religious leaders, parents and children of the importance of education for all children and the serious health and developmental consequences of sending children to work instead of school.

- \* Income Generation. An income generation initiative shall offer families the opportunity to replace the income lost when children have been removed from the soccer ball industry by means that do not require Child Labour. Such opportunities shall include, but not be limited to, replacing stitchers under age 14 with qualified members of their families who are older than 14 years.

[Sections on Administration of the Project; the specific responsibilities of the ILO, the SCCI and UNICEF; the use of logos and trademarks; and resolution of disputes follow, but are not reprinted here.]

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### **b) Code of Labour Practice for Production of Goods Licenced by the Federation Internationale de Football Association (FIFA)**

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